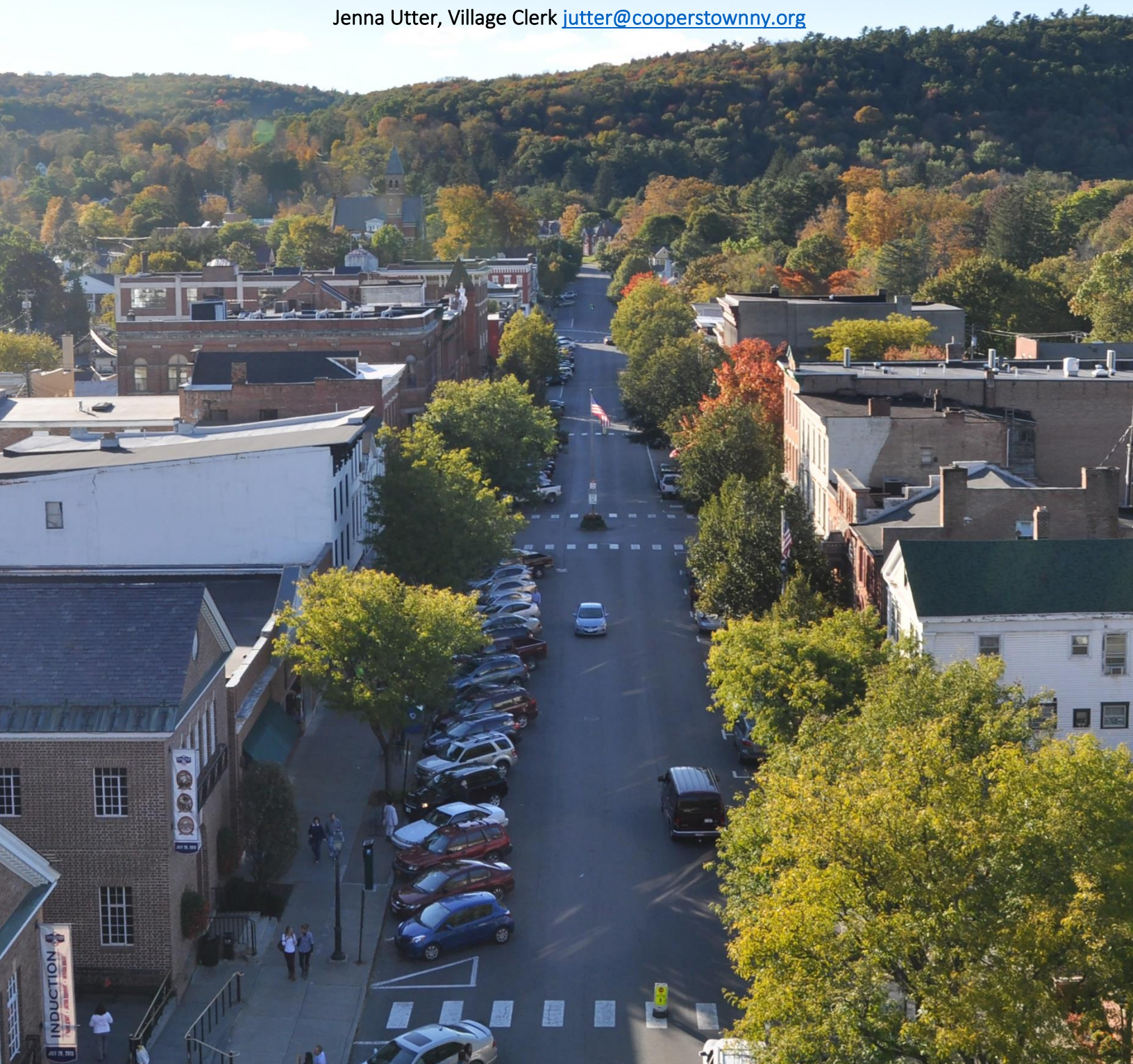


2022 Village of Cooperstown NY Forward Application

REDC Region	Mohawk Valley
Program	New York Forward
Municipality Name	Village of Cooperstown
Downtown Name	Main Street Cooperstown
County Name	Otsego
Applicant Contacts	Ellen Tillapaugh, Mayor etillapaugh@cooperstownny.org Cynthia Falk, Trustee/Deputy Mayor cfalk@cooperstownny.org Jenna Utter, Village Clerk jutter@cooperstownny.org



2) GEOGRAPHIC AREA AND JUSTIFICATION

Small in area (1.8 square miles), the entire Village of Cooperstown is easily walkable from one end to the other and also benefits from the seasonal use in the downtown area of attractive “trolleys” utilized by tourists and locals. The Village as a whole is listed on the State and National Registers of Historic Places as part of the larger Glimmerglass Historic District.



The NYF boundary was chosen to capitalize on our historic downtown and significant improvements in the past few years, which make it ripe for further projects that can address housing development, business expansion, connections to recreational enjoyment, arts programming, improved access to locally sourced food, and reducing our carbon footprint.

The NYF area includes the Village Hall with the Village Library and the Cooperstown Art Association, the National Baseball Hall of Fame and Museum, numerous businesses as well as several vacant or underutilized buildings, two municipal parks, Doubleday Field, the Otsego County courthouse and office complex, and parts of Railroad Avenue and Grove Street with room for greater commercial and residential growth.

During the public engagement process initiated as part of the 2016 adopted Comprehensive Plan, many members of the local community identified priority concerns that could be resolved by projects within the NYF area, including:

- 1) encourage development of apartment-style housing
- 2) ensure greater business diversity for year-round shopping
- 3) further enhance the viewshed from Main Street to Otsego Lake
- 4) link existing neighborhoods, open space, and recreational areas
- 5) make the Village Hall a community anchor
- 6) explore feasibility of mixed-use development in the vicinity of Doubleday Field

Over the past six years, the Village has been focused on those priorities. Prior to submitting this action, we held discussions with representatives from the Baseball Hall of Fame, Bassett Hospital, businesses, and local non-profits including our Farmers' Market. In addition, an online *Priorities for Cooperstown* survey was conducted in 2021 to determine which Comprehensive Plan actions remain important to our community and to see if new priorities, which were not considered previously, have emerged. This NYF application is fully supported and lays the groundwork for a successful strategic investment plan.

The proposed NYF area is compact and well defined, the heart of the Village's business corridor. The boundaries of the targeted downtown area extend along Main Street from the Village Hall and Baseball Hall of Fame on Fair Street as the eastern-most points to Grove Street at the western end of Main, connecting our primary Business District and the developing area to the west. The length is easily walkable in approximately 14 minutes (.6 of a mile).

The boundary also includes areas adjacent to Main Street:

- (1) Lakefront Park located on the southern shore of Lake Otsego and Hoffman Lane
- (2) Doubleday Field and access lanes, Pioneer Alley, and Fowler Way
- (3) underdeveloped property (1.17 acres) on upper Main Street ideal for the creation of apartment-style housing
- (4) portions of Railroad Avenue and Grove Street

3) VISION STATEMENT

The Village of Cooperstown, a smalltown community with a national tourism draw, will build on prior dynamic downtown improvements to create connections from Main Street to scenic Lake Otsego, attract more year-round business activity, revitalize historic facades, enhance infrastructure to improve commercial and residential quality, ensure walkability and accessibility, and assist in the creation of downtown apartment-style housing.

4) PAST INVESTMENT AND FUTURE POTENTIAL

The industry of Main Street Cooperstown is tourism, and we in Village government have worked hard over the past decade to maintain and improve our infrastructure so that visitors can enjoy their time in our community and businesses reliant on tourism revenue can flourish. Cooperstown is ideally poised to benefit from an infusion of funds for revitalization of the tourism economy and for downtown revitalization, something that is particularly important on the heels of the pandemic when visitation and associated revenue waned. The 2021 Annual Report of the MVREDC emphasizes rebuilding our communities with an emphasis on open air dynamics and advancing agribusiness infrastructure. The Village began moving in this direction almost a decade ago with major renovations to our downtown pedestrian ways and our public infrastructure with the help of state and federal funding as well as committed Village financing. The Village of Cooperstown has been focused on downtown revitalization and with NYF funding can advance even further.



The **2013-14 EFC Green Innovation Grant Program (GIGP)** allowed for the rebuilding of sidewalks, creation of rain gardens, and other amenities to improve the downtown experience from Main Street's eastern anchor at Village Hall west through the core of the business district.

A DEC grant funded the installation in 2018 of two **EV charging stations** in Doubleday Field parking lot.

A \$2.7 million dollar project, with Village and federal TEP funding for **Downtown Pedestrian Improvements**, began in the fall of 2018, and was completed in 2020. Providing more accessible sidewalks, pedestrian-safe street crossings, bike amenities, a water bottle fill station, and the addition of decorative lamp posts, benches, and even solar powered compacting trash receptacles. These physical improvements have rejuvenated and extended our downtown.

An ESD award for **Village Hall** in 2016 has allowed projects to revitalize that space, which also houses the Village Library and Cooperstown Art Association. Work to date has included window restoration on the main floor, replacement of the fire escape, and an upgrade of the elevator, ensuring improved accessibility to our historic 1898 municipal building. A 2018 grant award from the OPRHP for the restoration of the skylights in the much-used community space, the ballroom, was completed this summer and has re-established an environmentally friendly, passive cooling system.



The first two phases of the Village's \$6 million in improvements to the historic **Doubleday Field** complex were completed in 2020. Funded by the Village with DASNY and ESD support, the first phase, featured a redesign of the entrance to Doubleday from our Main Street with accessible pathways for all, and the second phase featured renovation of the historic 1939 grandstand, and installation of safety handrails and signage.



The 3rd base building, providing 19 public bathrooms (including much needed accessible facilities), locker rooms, and storage space, was completed in the summer of 2022. Supply chain issues have delayed the delivery of the final component, accessible bleachers, until 2023.

Completed in the fall of 2021, an \$8.2 million upgrade of our **Wastewater Treatment Plant**, increased capacity and allowed the Village to meet stringent environmental standards which will be mandated in 2025. Funding for the facility upgrade was provided by DASNY, CWIA/EPF, a Water Quality Improvement Project Grant, and the Environmental Facilities Corporation, in addition to user fees.

A 2018 OPRHP grant funded the design and construction plan for an accessible **Viewing Platform** on the southern shore of Lake Otsego in the Village's Lakefront Park. A 2022 CFA was submitted to the Office of Parks and Recreation to fund the construction of the Platform.

In 2019 the Village funded a \$160,000 renovation of **Pioneer Park**, at the central corner of Main Street in our downtown. The improved design is fully accessible from Village sidewalks and has a stage for weekly Music on Main performances during the summer months.



In 2021, the Village worked collaboratively with the Fenimore Art Museum to locate a **public mural** in Pioneer Park in order to advertise the museum's exhibit, *Keith Haring: Radiant Vision* and to create a vibrant public art space. This successful program was repeated this summer with the installation of a new mural promoting the Fenimore's Wyeth exhibit, *Drawn From Life: Three Generations of Wyeth Figure Studies*.

An agreement with MID-TEL of Schoharie County, funded through an ESD award, will ensure **Wi-Fi hotspots** on Main Street utilizing units (backordered until February 2023) installed on the Village's lampposts.

Following receipt of a nearly \$300,000 **Climate Smart Community Award** grant, the Village is right sizing a culvert along Willow Brook, which flows through the Village, including through the Doubleday Field complex and is a tributary of Lake Otsego. This infrastructure improvement on

Grove Street will greatly reduce the risk of future flooding and will allow the Village to promote future growth along the upper Main Street corridor without concerns arising from storm events. The project will be completed by November 1st.



Cooperstown Distillery on Railroad Avenue

Along that Willow Brook corridor, the Village has completed its first **Community Development Block Grant**, which assisted the Cooperstown Distillery in building a 7,000 square foot addition to its business and adding 12 FT positions.

The Village, with federal transportation funding, completed a **Village Gateway** to the south of downtown in 2013, which includes a peripheral parking lot serviced by a “trolley” system to bring visitors to the heart of the designated NYF area.

Within the proposed NY Forward area, a DEC planning grant is addressing stormwater issues and necessary improvements to both Hoffman Lane, which links our Main Street to Lakefront Park, and **Pioneer Alley**, which links Pioneer Street to our Farmers’ Market and Doubleday Field. Improvements to Pioneer Alley were the number one (54.7%) priority indicated on our 2021 survey in the “Infrastructure” section.

Chestnut Crossings, a 12-unit, **net-zero** apartment complex is nearly complete. The complex is being constructed on two adjoining properties, which have been underutilized for nearly three decades. Located just a half block from Main Street, Chestnut Crossings is a project funded by private developers and is being promoted by the Glimmerglass Festival, which recognizes the need for apartment-style housing adjacent to our downtown for workforce housing, not only for their staff but also others in our community.

All of these initiatives have been accomplished without an increase in the tax levy in the past nine budget cycles. Cost cutting and creating new revenue streams including paid parking on Main Street in the summertime and successful grant applications have allowed us to not burden our property owners. There are slightly over 800 tax-paying parcels in the Village. This careful stewardship of the Village’s finances has helped reinforce the community’s involvement in and acceptance of the numerous improvements.

FUTURE INVESTMENT POTENTIAL

The Village’s efforts have already begun to pay off. Consistent private investment in Cooperstown can be seen from Bassett Healthcare and the National Baseball Hall of Fame and

Museum. Additionally, new investment has developed around the “beverage trail,” which centers on the Cooperstown Beverage Exchange on Main Street and the Cooperstown Distillery located on Railroad Avenue, all areas within the proposed NYF boundary. As already noted, the Distillery, with support from Otsego Now and sponsorship of the Village, utilized CDBG funding to assist in its significant building expansion and to support additional employment positions. Ultimately this support allowed them to increase their staff by twelve individuals.

With design and engineering plans complete, the construction of an accessible **Viewing Platform** in Lakefront Park will provide greater access to Otsego Lake for visitors and residents. Located just one block from the Village’s Main Street via Hoffman Lane, this 2.6-acre dedicated park land has benefited from Village investment in floating boat docks, a boat wash station, and improvements to the Fish Road boat launch to provide greater recreational opportunities. The construction of an accessible platform will further improve access to Lake Otsego for all, particularly for non-boaters.

In the recent survey, providing better visual and pedestrian access to the waterfront was selected as one of the top three priorities under “Recreation.” The viewing platform will provide this accessibility.

Recently, a Village Housing Committee composed of community residents and Village Officials updated municipal zoning laws and regulations to ensure that greater density of housing is encouraged. A representative of Bassett Healthcare attended those sessions and provided a Housing Survey completed by Bassett staff. The survey indicates a great desire by employees to live closer to their place of work, preferably within walking distance, and a great demand for housing, both single family and apartment style within the Village itself. Bassett has confirmed that the availability of housing is a limiting factor in attracting and retaining professional staff and is moving forward with plans to identify and create more housing within the Village.

The Village has been in discussions with three developers who have long-term plans for three different **new housing projects** in or just west of the NYF area. When complete, these projects will greatly increase the amount and variety of housing available within Village boundaries.

Revisions to our zoning law, including the addition of **Planned Development Districts**, have encouraged economic development. The first PDD was created in 2018 for the Bank of Cooperstown and its expansion. The second PDD allowed for an expansion of the New York Pizzeria to increase its kitchen and serving areas, as well as provide for more parking. These adjoining districts have economically re-energized an area along the Route 28 corridor in the Village and both have expanded job growth.

5) RECENT AND IMPENDING JOB GROWTH

Even during the pandemic Cooperstown proved to be an economic engine for Otsego County tourism, as agencies promoted the outdoor recreational aspects of the Village. In particular, Destination Marketing Corporation for Otsego County (DMCOC), whose website is www.thisiscooperstown.com, has utilized the Village's drawing power related to abundant natural resources in its marketing campaign. Pre-pandemic in 2019, DMCOC documented 3,440 tourism jobs with a total of \$97,941,000 in tourism wages in Otsego County. DMCOC has determined that 14.6% of all jobs in the county are directly or indirectly dependent on tourism.

In addition to businesses and careers associated with the tourism industry, the Village of Cooperstown itself offers a variety of employment offerings, from highly skilled to seasonal entry-level positions. These include professionals employed in the fields of law, accounting, banking, education, and marketing. Our largest employer, Bassett Healthcare, employs approximately 3,000 individuals on its Cooperstown campus alone.

In addition, our community has experienced job growth related to the food and beverage industries. The number of restaurants in our downtown has increased. Existing coffee shops and businesses have expanded to meet growing demand. As noted previously, with the assistance of the Village and a Community Development Block Grant, the Cooperstown Distillery has tripled its production and storage space and added 12 new jobs.

In many respects, job growth is limited not by employment opportunities but by the lack of housing opportunities within our community. Bassett Healthcare is in constant need of nurses, but the lack of affordable, year-round housing within the Village limits the desirability of working in Cooperstown. In particular, there is a great demand for apartment-style housing, which could be used by single professionals as well as older Village residents who wish to no longer be burdened by maintenance of a three- or four-bedroom home. The creation of apartments or townhouse facilities would therefore free up additional housing stock within the Village.

6) QUALITY OF LIFE

Cooperstown's downtown is the core of a fundamentally attractive and livable community, and it possesses numerous attributes that encourage locals, regional residents, and tourists to frequent it. The Village's Main Street is often compared to a Norman Rockwell painting or a Christmas card scene. Cooperstown boasts natural beauty: the view of Otsego Lake and the surrounding hillsides from Lakefront Park is stunning. Cooperstown has also embraced the preservation of its historic buildings and landscapes. The entirety of the Village is listed on the

State and National Registers of Historic Places, and a local ordinance provides for architectural review of exterior architectural changes.



Cooperstown has more than just good looks, though. The Village is a cultural center with arts activities occurring year round. Downtown is anchored by the National Baseball Hall of Fame and Museum and is also home to the Cooperstown Art Association and the Smithy Center for the Arts. The Fenimore Art Museum and The Farmers' Museum are located just outside the Village's boundaries, and both have a visual presence right on Main Street through public art and advertisements. Musical events, including the Cooperstown Concert Series, Glimmerglass Festival, Cooperstown Summer Music Festival, Lakefront Park Concerts, and performances at Brewery Ommegang and Doubleday Field cater to all tastes. Pioneer Park, located in the heart of downtown, features Music on Main performances to enliven our downtown scene.

Events in the proposed NYF area keep Cooperstown lively throughout the year. Special offerings in the fall include Art on the Lawn and the Pumpkin Glow on the porch of Village Hall, the Glimmerglass Film Festival, the Chamber of Commerce's Artisan Fair, and numerous library programs for children and adults. In the early winter, Santa prepares for the holiday season from his house in Pioneer Park. During February, the Village comes out of hibernation to venture downtown for Winter Carnival. Add to this two major Hall of Fame events, the Hall of Fame Classic over Memorial Day weekend and Induction weekend in July, which feature happenings on Main Street and in Doubleday Field.

For residents of Cooperstown a wide variety of amenities make Cooperstown an extraordinary place to live. U.S. News and World Report ranked the Cooperstown Junior/Senior High School in the top 12 percent of high schools in New York. The graduation rate is 94 percent, and regents exams demonstrate that 98 percent of students are proficient in math and 96 percent in reading. Almost half of the high school students took at least one AP exam.



The Village of Community has a more diverse population than would be expected for a small, rural upstate community. Demographic data indicates our community is predominantly white (82%), with the balance composed of the following ethnicities: Asian (7%), Black (4%), Hispanic (3%) and other (2%).

Village government has taken a leadership role in ensuring Cooperstown is a welcoming community. Policies and protections are in place for all residents, regardless of citizenship, sexual orientation, ethnicity, or religious faith. In 2019, the Village revised and readopted its Welcoming Community Resolution and incorporated that resolution as a cornerstone of its 2021 Police Reform Plan with an emphasis on Community Policing.

Cooperstown boasts six public parks, including four with lake access. Two of the parks are in the NYF area. The Village is walkable, and biking is encouraged with “sharrows.” Bassett Healthcare’s presence in the Village ensures the availability of high-quality, state-of-the-art medical care.

For food aficionados, the year-round Farmers’ Market provides locally sourced, organic foods and products. Successful year-round restaurants provide varied cuisine within the business district.

Businesses in the Village benefit from an active Chamber of Commerce. Communications needs are met by private providers, with internet access and cell service being superior to many other parts of the county. Public transportation includes national service (Trailways), regional service (OPT), and local “trolley” service.

7) SUPPORTIVE LOCAL POLICIES

The Village of Cooperstown has been active in updating its zoning, tax, and other local laws to foster economic development and downtown revitalization. Those changes include:

- 2016 Adoption of the Village's Comprehensive Plan for Downtown Revitalization
- Completion of *2021 Cooperstown Priorities* survey
- Adoption of 485-a (residential-commercial urban exemption) and 485-b (commercial, business, industrial real property) tax abatement
- Addition of a Planned Development District to the zoning code
- Redefining of permitted uses in the commercial district to include multiple family dwellings, mixed occupancy, restaurants, personal service shops, small-scale retail, offices, artist studios, and light manufacturing.
- Addition of mixed use as a permitted use in the business district
- Reduction/elimination of parking requirements for most uses in the business district
- Establishment of opportunities for outdoor dining on the street frontage for restaurants
- Certified Local Government status recognized by the State Historic Preservation Office
- Major revisions to the Sign Law to reduce clutter and aid in the approval process
- Adoption of Complete Streets Resolution
- Adoption of Climate Change Resolution
- Participation in Climate Smart Communities
- Revision of tourist accommodation regulations to ensure availability of year-round apartments and other housing options
- Loading zone survey conducted in collaboration with the Chamber of Commerce that led to a streamlining of the local law related to deliveries
- Review of accessible parking to ensure compliance with federal guidelines resulting in minor changes to improve usage
- Adoption of 2020 revisions to the zoning law to allow greater density in residential areas including accessory dwelling unit style housing
- Property taxes held in check by identifying other revenue sources and streamlining Village operations
- Installation of bike racks, bike repair station, 51 street benches, and drinking fountains/water bottle filling stations
- Installation of two downtown EV stations
- Signed a Community Solar contract with Nexamp for municipal electricity, providing 100% renewable energy
- Zoning revisions over past year to Short Term Rental Law (adding a sunset provision), Hawking Vending & Soliciting Law, Cannabis time, place manner regulations

8) PUBLIC SUPPORT

This NYF application is predicated on our 2016 Comprehensive Plan and Downtown Revitalization Strategy, which was developed with a great deal of community engagement. More recently, an online survey was conducted to assess any shift in priorities. The survey responses further refined Village goals and confirmed resident support for work completed and proposed. Meetings have also occurred with individuals, particularly those who would comprise the Local Planning Committee.

During the comprehensive planning process, the Village hosted five well-attended community events including the required public hearing. Community engagement included a brainstorming session, a charrette to explore the ideas generated, an open house for additional information gathering and a second open house to allow for input on a draft vision, goals, and recommendations. In addition, working with Elan Planning of Saratoga, tourists were interviewed during the busy summer season. These activities led to the adoption of our community-supported Comprehensive Plan in the fall of 2016. That plan has not sat on a shelf but has driven policy and projects over the last six years. It is regularly reviewed with action items reprioritized as needed.

The most recent survey summarized action items from the Comprehensive Plan and asked individuals to rank their top three choices in the various categories of neighborhoods, business and economic development, recreation, environment and sustainability, government, and infrastructure. Respondents were also asked to note anything they now saw as a priority that hadn't been considered when developing the Comprehensive Plan.

Many of the completed projects noted in this NYF application are a result of guidance from the Comprehensive Plan. More critically, the proposed transformative projects in this NYF application are further guided by our survey, with plan and survey responses noted for the respective projects. All of these completed and proposed investments in our community have been well supported because they originate with community input.

In addition, the Village government consistently remains engaged with the public, especially those who live and work in or near the Main Street corridor. Projects to improve walkability, park access, environmental sustainability, and municipal infrastructure have led to regular public information sessions. These have increased awareness of village initiatives but have also allowed for more public engagement. During question-and-answer sessions, for example, one business owner requested that a tree not be planted adjacent to a loading zone, something the professional planners had missed.

Prior to submitting this application, discussion occurred with representatives from the Baseball Hall of Fame, Bassett Hospital, local non-profits, Otsego Now, the business community, and

Chamber of Commerce. These discussions along with the goals outlined in the Comprehensive Plan and further updated with the online Priorities survey have dictated the scope of our NYF boundary and our proposed transformative opportunities.

9) TRANSFORMATIVE PROJECT OPPORTUNITIES

Cooperstown's strengths are manifold – environmental beauty and recreational access, arts and cultural organizations, accessible healthcare, and community walkability. The proposed transformative opportunities build on those strengths and were developed to address goals and actions in the Village's adopted Comprehensive Plan & Downtown Revitalization Strategy and its *2021 Cooperstown Priorities* survey. Language and priorities in ***bold italics*** are taken directly from the plan and survey, with percentages indicating 2021 survey responses. Community members involved in this NYF application further refined these proposed opportunities. While the total cost for these projects is \$5,572,000 the Village is aware that the total NYF award funding is \$4.5 million and therefore selected projects and funding amounts would be finalized during project development of a Strategic Investment Plan, based in part on other available funding.

These are programs/projects that can be completed or, for larger projects, commenced within one to two years of receiving a NYF as plans and groundwork are already in place. Those listed under the "Rehabilitation, Redevelopment, and Adaptive Reuse Projects" heading are specifically envisioned to spur private investment from businesses and non-profits that already own property and historic buildings in the NYF area. Public Improvement Projects are designed to improve Village infrastructure, enhancing quality of life for existing and new residents, furthering business growth, and promoting goals in the area of sustainability.

Rehabilitation, Redevelopment, and Adaptive Reuse Projects

Business and Economic Development

- ***Create a vibrant atmosphere; outdoor dining, public art, music, and entertainment (#1 priority; 58%)***
- ***Market the Village to attract and recruit businesses (#2 priority; 43%)***
- ***Market the Village as a year-round destination for tourists (#3 priority; 40%)***

Funding initiative: Provide grants/low interest loans to support and improve Main Street facades and signage upgrades for key underutilized buildings. The Village is committed to maintaining and restoring the facades of historically significant commercial buildings in its downtown area. Because of the value of real estate in Cooperstown, traditional funding mechanisms such as commercial historic preservation tax credits are generally not viable. NYF funding would provide the support private business owners need to properly maintain the public face of their buildings.



One example of a project that would benefit from such funding is 100 Main Street, an empty, unattractive eyesore in the heart of the Village, just across Main Street from the entrance to Doubleday Field. The property, which has sat vacant since 2018, sold to a new owner in November 2021.

For health and other reasons, the owner/developer chose not to partner with the Village to seek funding to renovate the space through Restore NY and instead will use private funding. A NYF award to the Village could provide assistance for the façade portion of the project, removing the 1960's siding to reveal and restore the original 1931 Art Deco style façade.

Location: NYF area

Project Sponsors: VOC/NYF

Implementation Timeline: 2023-24

Cost: \$600,000

Funding Sources: private investment offset by NYF award

Housing

- ***Encourage a mix of year-round housing types in a variety of price ranges, including rental housing options, to meet the needs of a wide range of Village residents, including families, seniors, and the workforce.***
- ***Create more workforce housing (#2 priority; 57%)***

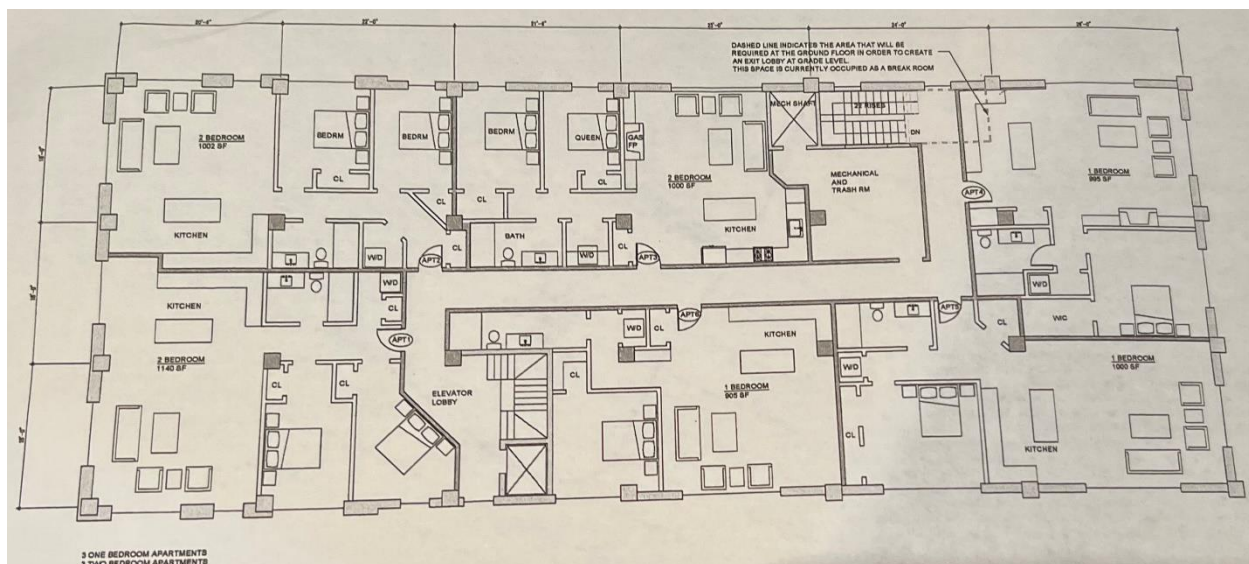


Funding initiative: Assist the development of the upper floors on Main Street buildings to serve as housing spaces by providing funding to building owners to meet necessary safety upgrades.

One example of a building that could benefit from this program is 103 Main Street, located at the entrance to Doubleday Field and the tallest commercial building in the Village. The owner is actively seeking funding to create long-term apartments on the upper three floors, a project he estimates in the \$7 million range.

The building owner has worked with an architect for the design of 3 one-bedroom and 3 two-bedroom apartments on each upper floor, creating an 18-unit apartment complex at the Village core.

NYF monies would help ensure that the housing units created are not priced so high as to be unaffordable to most people.



Location: NYF area

Project Sponsors: NYF/building owners

Implementation Timeline: fall 2023

Cost: \$800,000

Funding Sources: NYF/private

Accessibility

- *Promote cultural diversity and improving handicap accessibility in the Village.*
- *Improve sidewalk accessibility.*

Funding Initiative: Provide grants and low interest loans to businesses, non-profits, and other organizations with a public benefit to improve physical access to historic buildings through the installation of ramps, widened entranceways, lifts, and elevators in conformance with the Secretary of the Interior's Standards for Historic Preservation.



An example of the need is the VFW building at 60 Main Street, which hosts events not only for veterans but for other community organizations. The main floor of the building, where fundraisers for the local Scout troop and the Rotary Club have been held, is only accessible through the use of stairs. To better serve the veteran population and others in the community, alternative forms of access need to be implemented.

Location: NYF area

Project Sponsors: NYF/building owners

Implementation Timeline: fall 2023

Cost: \$500,000

Funding Sources: NYF/private

Arts and Culture

- *Continue to provide and expand opportunities to create a vibrant Main Street atmosphere including outdoor dining, public art, and activities such as music and entertainment in public spaces*
- *Develop a program to make unoccupied/seasonal storefronts active and more appealing through actions such as the installation of public art.*

Funding Initiative: Provide funding to non-profit organizations to further the development of art institutions and installations within the NYF area. One of the priority projects in this area is the rehabilitation of the building at 53 Pioneer Street, which will be transferred with approval from the attorney general to The Smithy Gallery from a now defunct non-profit arts

organization. This space, adjacent to The Smithy's existing gallery, will provide a new arts venue to benefit the community and tourists.



Location: NYF area

Project Sponsors: NYF/private non-profits

Implementation Timeline: spring 2024

Cost: \$500,000

Funding Sources: NYF/private

Public Improvement Projects

Doubleday Field/Farmers' Market Access

- ***Improve Pioneer Alley access to the Farmers Market and as a connector to Doubleday Field (#1 Infrastructure priority; 54.7%)***

Funding initiative: Re-develop Pioneer Alley to link newly renovated Pioneer Street to businesses, the Farmers' Market, and Doubleday Field. Provide visual improvements and ensure safe and accessible pedestrian access. A 2021 DEC grant for planning was received and planning will be completed within the next 8-10 months. This project supports the MVREDC's goals in the area of tourism and agribusiness.

Location: Pioneer Alley

Project Sponsors: VOC/NYF

Implementation Timeline: summer 2023



Pioneer Alley, looking towards Doubleday Field

Cost: \$1,250,000

Funding Sources: DEC/NYF/VOC

Doubleday Field

- ***Provide a safe route for pedestrians from Main Street and Chestnut Street***
- ***Market Doubleday Field as a baseball and multi-use event venue (#2 priority; 38%)***

Funding initiative: Create a pedestrian and vehicle safe pathway along Fowler Way with clear demarcation and wayfinding as on Main Street. As the Village seeks to reduce its carbon footprint, safe spaces for alternative forms of transportation as well as access to the EV chargers located in the Doubleday parking lot are paramount.



Fowler Way entrance to Doubleday Field

Location: Fowler Way

Project Sponsors: VOC/NYF

Implementation Timeline: 2023-2025

Cost: \$750,000

Funding Sources: VOC/NYF

Recreational Facilities and Programming

- ***Further enhance the viewshed and access to Lakefront Park from Main Street***



Hoffman Lane from Main Street

Funding initiative: Re-develop one-block long Hoffman Lane to connect Main Street to Lakefront Park. A DEC planning grant to address storm water issues and pedestrian safety was received in 2021, and an engineering contract will be awarded this month.

Location: Hoffman Lane, between Main and Lake streets

Project Sponsors: VOC/NYF

Implementation Timeline: summer 2023

Cost: \$750,000

Funding Sources: VOC/NYF/potentially CFA-DEC

Funding initiative: Provide for greater access to Lake Otsego by constructing a Viewing Platform in Lakefront Park. This project has shovel ready plans in place, funded by a 2018 NYS Parks grant. A NYS Parks grant application was submitted in the 2022 CFA round.

Location: Lakefront Park

Project Sponsors: VOC/NYF/NYS Parks

Implementation Timeline: fall 2023

Cost: \$ 422,000

Funding Sources: VOC/NYF/potentially
CFA-NYS Parks



Lakefront Park as accessed from Hoffman Lane



Proposed Fishing and Viewing Platform

10) ADMINISTRATIVE CAPACITY

The Village of Cooperstown has successfully completed both state-funded and federally-funded projects including the Gateway project (FHWA), downtown GIGP project (NYS EFC), and EV charging stations (NYS DEC) as well as Village Hall improvements (SAM/DASNY), Main Street TEP project (FHWA), WWTP replacement and upgrades (SAM/DASNY; NYS EFC), Doubleday Field complex (ESD, DASNY), and Village Hall renovations (NYS ESD, OPRHP). These projects total over \$30 million in municipal improvements, and all have been capably handled by Village administrative staff.

The Village's Superintendent of Public Works, Mitch Hotaling, is a fourteen-year employee with the Village. He is capably handling all reporting requirements associated with the NYS Grants Gateway, as well as with ESD submissions.

Jenna Utter, Village Clerk, has overseen and completed submission requirements on several village grants, including DASNY funding. She is well versed in state and local contract policies and other requirements for state funding, and she has a proven ability to manage multiple contracts simultaneously. Jenna is assisted by Marcia Nye, Deputy Village Clerk, whose professional experience has allowed her to rapidly become a valuable and contributing staff

member. The Village funds conference costs, and both Marcia and Jenna attend NYCOM trainings for municipal clerks.

Accurate financial accounting is managed by Village Treasurer Deborah Guerin who was recently recognized as a credentialed finance officer by the New York State Society of Municipal Finance Officers and received commendations at the 2021 and 2022 NYCOM meetings. She is assisted by Deputy Treasurer, Kathleen Caffery.

In February 2020 Moody gave the Village of Cooperstown an Aa3 rating reflecting the village's consistently balanced operations and strong reserves and liquidity. It also reflects Cooperstown's moderately sized tax base and fiscally responsible budgeting.

The Village annually audits its financial records to ensure compliance with all OSC requirements as well as federal grant requirements, and in 2019 completed a federally required audit for funding relative to the FHWA grant.

In addition to administrative staffing, the elected officials of the Village of Cooperstown have demonstrated the ability to work amicably with partnering organizations to ensure successful implementation of projects and programs. The Cooperstown community itself has proven with prior initiatives to have a high level of civically engaged residents with the commitment and energy for community involvement and service.

The individuals who were instrumental in the creation of this application, and who represent Village government, Main Street businesses, arts and business organizations, non-profits, the Baseball Hall of Fame, Bassett Hospital, and the tourism industry will form the nucleus of the Local Planning Committee (LPC). They will be augmented by other stakeholders as needed, all assisted by consultants and state planners.